

Environmental Prevention Needs Assessment Workbook SFY2014



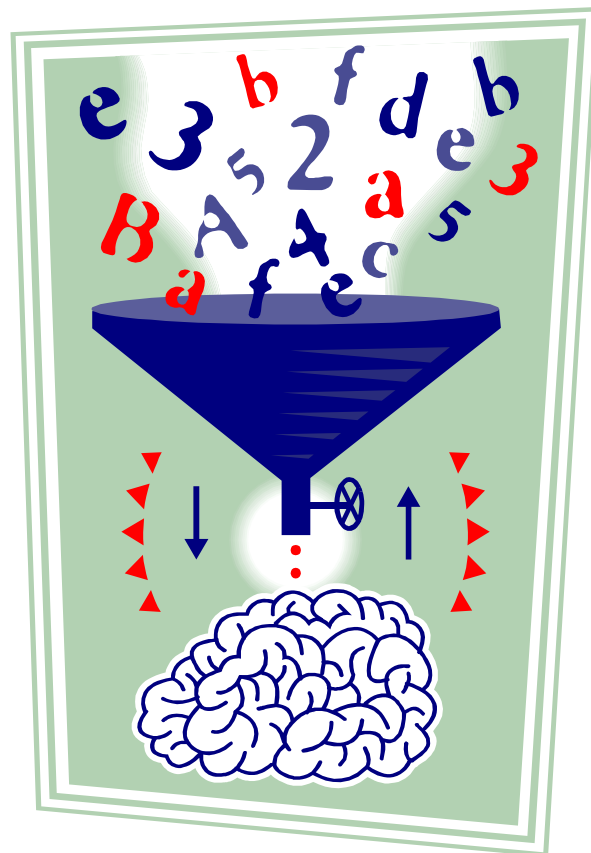
Part 3 Analysis & Recommendations

Madison Co
Part 3

TABLE OF CONTENTS – Part 3

PROBLEMS	3
A. Consequences	4
B. Consumption.....	.6
C. Risk Factors.....	9
CAUSAL AREAS	11
A. Retail Availability	12
B. Criminal Justice	15
C. Social Availability	19
D. Promotion.....	21
E. School Policies.....	23
F. Medical Field Information	24
PRIORITIZATION	25
FINAL QUESTION	28

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Workbook Part 1 - Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2 data (alcohol related crashes with injuries) from 2008-2012 for Madison Co as compared to the MT state average shows that Madison Co. has a higher rate of crashes (100,000 population is 165.14) as compared to the MT state average (119.96 per 100,000). Madison Co's crash rate per 100,000 population is 165.14 vs. the state average 119.96 per 100,000 population (45.18 difference).

According to Table 3 data (alcohol related crashes with fatalities) shows that Madison County has a higher rate of fatal crashes per 100,000 (28.38) than the state average (8.60) for all 5 years. There is no information for Madison Co for the # of alcohol related crashes with fatalities for American Indians.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Workbook Part 1 - Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 5 data for 2008, 2010, and 2012 Madison Co has (2 out of the 3 years surveyed) a larger than state average problem with the percentage point difference of students that drove a vehicle after they had been drinking as compared to the state average, the 3rd year (2012) Madison county has a bigger than state average problem.

In 2008 Madison County had a 1.6 higher percentage point difference (15.7%) of students drinking and driving than the state average (14.1%).

In 2010 Madison County had a 5.1 lower percentage point difference (4.7%) of students drinking and driving than the state average (9.8%)

In 2012 Madison County had a 12.4 higher percentage point difference (21.7%) of students drinking and driving than the state average (9.3%)

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Workbook Part 1 - Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 8 Madison Co has a smaller problem with Madison Co HS students riding in a car driven by a drinking driver 2 out of 3 years, in 2012 the number of students riding with a drinking driver jumps to 16.8% above the state average.

In 2008 the total percentage point difference of Madison Co. HS students riding with a drinking driver was 2.3(30.8%) lower than the MT state average (33.1%).

In 2010 the total percentage point difference of Madison Co. HS students riding with a drinking driver was 5.9 (22.4%) lower than the MT state average (28.3%).

In 2012 the total percentage point difference of Madison Co. HS students riding with a drinking driver was 16.8 (42.1%) higher than the state average (25.3%).

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall when comparing Questions 1-3 and Workbook Part 1 - tables 2-10 it is noted the Madison Co is higher than the state average when looking at crashes and fatal crashes. However, when looking at student data it could be noted that underage drinking and driving as well as students reporting riding with a drinking driver is consistently lower than the state average in the risk factors analyzed. In 2012, when Madison Co. data shows students reporting a higher rate of drinking and driving and/or driving with a drinking driver, the percentage is almost twice that of the state average. This is alarming and could have a negative impact on Madison Co.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Workbook Part 1 - Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Tables 11 Madison Co had a smaller than the state average problem for binge drinking for 2 out of 3 years, however in 2012, Madison Co HS students report almost half (47.5%) of students binge drinking in the past 2 weeks.

In 2008 Madison County had a 6.8 (17.7%) lower percentage point difference of student's binge drinking than the state average (24.5%).

In 2010 Madison County had a 9.3 (12.1%) lower percentage point of student's binge drinking than the state average (21.4%).

In 2012 Madison County had a 26.3 (47.5%) higher percentage point difference of binge drinking among Madison Co HS students than the state average (21.2%).

Table 12 shows % of binge drinking for American Indians for 2008, 2010, and 2012. There is no data represented for either the county or MT for years 2008, 2010, and 2012

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Workbook Part 1 - Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on conversations with key informants, one could conclude that Madison County has the similar problem as MT state for binge drinking among adults. It is accepted by local taverns and citizens per key informant interviews.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Workbook Part 1 - Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data for 2008-2012 for Madison Co. has a smaller rate of 30 day alcohol use than the State average for 2 out of 3 years, however in 2012, the percentage of students drinking in the past 30 days was higher by a 25.2 (60.3%) percentage point difference than the state average (35.1%).

In 2008 Madison County have a 8.6 (29.8%) lower percentage point difference of students drinking in the past 30 days than the state average (38.4%).

In 2010 Madison County have a 9.2 (25.8%) lower percentage point difference of students drinking in the past 30 days than the state average (35.0%).

In 2012 Madison County have a 25.2 (60.3%) higher percentage point difference of students drinking in the past 30 days than the state average (35.1%).

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Workbook Part 1 - Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in table 20 Madison Co has a bigger problem with prescription drug use among HS students than the state average.

In 2008, 30 day use of prescription drugs for Madison Co. HS students was .8 higher percentage point difference compared to 0 the MT state average

In 2010, 30 day use of prescription drugs for Madison Co. HS students was .6 (3.4%) lower percentage point difference than the MT state average (4.0%)

In 2012, 30 day use of prescription drugs for Madison Co HS students was 9.5(13.0%) higher percentage point difference than the MT state average (3.5%) data

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Based on consumption data for questions 5-8 for Madison Co., the numbers show that Madison county has a consistently lower than state average rate of underage drinking, binge drinking, however, as well as reported 30 day use of prescription drug use for 2008 and 2010 which would not have an impact in the community. However, in 2012 for questions 5-8, Madison Co reported an almost 2x higher rate of use in each of the categories listed which is having a negative impact in Madison Co.

The rationale for the response is based on PNA data.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Workbook Part 1 - Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in table 23 Madison Co consistently has lower rates of students across years 2008, 2010, and 2012 perceiving parental disapproval toward alcohol/drug use than the state average. Lower rates = bigger problem.

In 2008- Madison Co. HS students reported a 10.5 (69.8%) lower percentage point difference of perceived parental disapproval of alcohol and drug use than the state average (80.3%).

In 2010-Madison Co. HS students reported a 10.4 (71.4%) lower Percentage point difference of perceived parental disapproval of alcohol and drug use than the state average (81.8%).

In 2012-Madison Co HS students reported a 18.2 (63.6%) lower percentage point difference of perceived parental disapproval of alcohol and drug use than the state average (81.8%).

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Workbook Part 1 - Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data in table 24 Madison Co had lower rates of students across years 2008, 2010, and 2012 perceiving peer disapproval of alcohol/drugs for 2 out of 3 years. This means that Madison Co has a bigger problem than the state average.

In 2008 Madison Co. had a 2.8 (58.6%) higher percentage point difference of peer perceived disapproval of alcohol and drugs than the MT state average (55.8%).

In 2010 Madison Co. had a 1(63.4%) lower percentage point difference of peer perceived disapproval of alcohol and drug than the MT state average (64.4%).

In 2012, Madison Co. had a 15.3 (51.4%) lower percentage point difference of peer perceived disapproval of alcohol and drugs than the MT state average (66.7%)

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Workbook Part 1 - Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in table 26 Madison Co has a bigger problem than the state of MT as a whole for a lower % of students believe it is wrong to drink alcohol for years 2008, 2010, and 2012.

In 2008, Madison County had a 25.1(62.8%) lower percentage point difference than the state average (87.9%) rate of students believing it is wrong to drink alcohol

In 2010, Madison County had a 4.8(62.8%) lower percentage point difference than state average (67.6%) rate of students believing it is wrong to drink alcohol.

In 2012, Madison County had a 31.9(39.7%) lower percentage point difference than state average (71.6%) rate of students believing it is wrong to drink alcohol.

Based on PNA data provided in table 27 Madison Co has a smaller problem than the state of MT as a whole for a higher % of students believe it is cool to drink alcohol for 2 out of 3 years.

In 2008, Madison co had a 3(24.9%) lower percentage point difference than the state average (27.9%) rate of students believing it is cool to drink alcohol

In 2010, Madison co had a 11(14.4%) lower percentage point difference than state average (25.4%) rate of students believing it is cool to drink alcohol.

In 2012, Madison co had a 19.6(43.1%) higher percentage point difference than state average (23.5%) rate of students believing it is cool to drink alcohol.

Based on PNA data provided in table 28 Madison Co has a smaller problem than the state of MT as a whole for a higher % of students perceive risk of harm if having 1-2 alcoholic drinks every day for 2 out of 3 years

In 2008, Madison co had a 5.6 (66.8%) higher percentage point difference than the state average (61.2%) rate of students who perceive risk of daily drinking.

In 2010, Madison co had a 6.6 (71.0%) higher percentage point difference than state average (64.4%) rate of students who perceive risk of daily drinking

In 2012, Madison co had a 16(48.1%) lower percentage point difference than state average (64.1%) rate of students who perceive risk of daily drinking

Based on PNA data provided in table 29 Madison Co has a bigger problem than the state of MT as a whole for a lower % of students do not perceive risk of harm for having 5+ alcoholic drinks every weekend (binge drinking) for 2 out of 3 years

In 2008, Madison co had a 2.1 (76.0%) percentage point difference higher than the state average (73.9%) rate of students who perceive risk of harm for binge drinking.

In 2010, Madison co had a 7.5(68.4%) lower percentage point difference than state average (75.9%) rate of students who perceive risk of harm for binge drinking

In 2012, Madison co had a 21.5(54.5%) lower percentage point difference than state average (76%) rate of students who perceive risk of harm of binge drinking

Based on PNA data provided in table 30 Madison Co has a bigger problem than the state of MT as a whole for a lower % of students do not perceive neighbors will think it is wrong for them to drink alcohol for 2008, 2010, and 2012.

In 2008, Madison co had a 19.2 (52.7%) lower percentage point difference than the state average (71.9%) rate of students who perceive neighbors think it is wrong for youth to drink alcohol

In 2010, Madison co had a 15.6 (52%) lower percentage point difference than state average (67.6%) rate of students who perceive neighbors think it is wrong for youth to drink alcohol

In 2012, Madison co had a 25.5(43.6%) lower percentage point difference than state average (69.1%) rate of students who perceive neighbors think it is wrong for youth to drink alcohol

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Workbook Part 1 - Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in table 25 Madison Co has a bigger problem than the state of MT as a whole for a lower % of students have talked with a parent about the dangers of alcohol or drug use during the past 12 months across 2008, 2010, and 2012.

In 2008, Madison co had a 24.2 (37.9%) lower percentage point difference rate of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to MT state average (62.1%).

In 2010, Madison co had a 23.4(36.4%) lower rate of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to MT state average (59.8%).

In 2012, Madison co had a 24.6% lower rate of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to MT state average (61%).

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Workbook Part 1 - Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Madison County has a bigger problem than the MT state as for in 2008, 2010, and 2012 Madison Co students reported lower than state average rates of believing that alcohol is causing emotional, legal, and financial problems in Madison Co.

In 2008, Madison Co. had a 6 (4.2%) lower percentage point difference than state average (10.2%) rate of students believing that alcohol is causing problems in Madison Co.

In 2010, Madison Co. had a 7.1(1.5%) lower percentage point difference than state average (8.6%) rate of students believing that alcohol is causing problems in Madison Co.

In 2012, Madison Co. had a 8.9 (0.0%) lower percentage point difference than state average (8.9%) rate of students believing that alcohol is causing problems in Madison Co.

Final Risk Factors Question

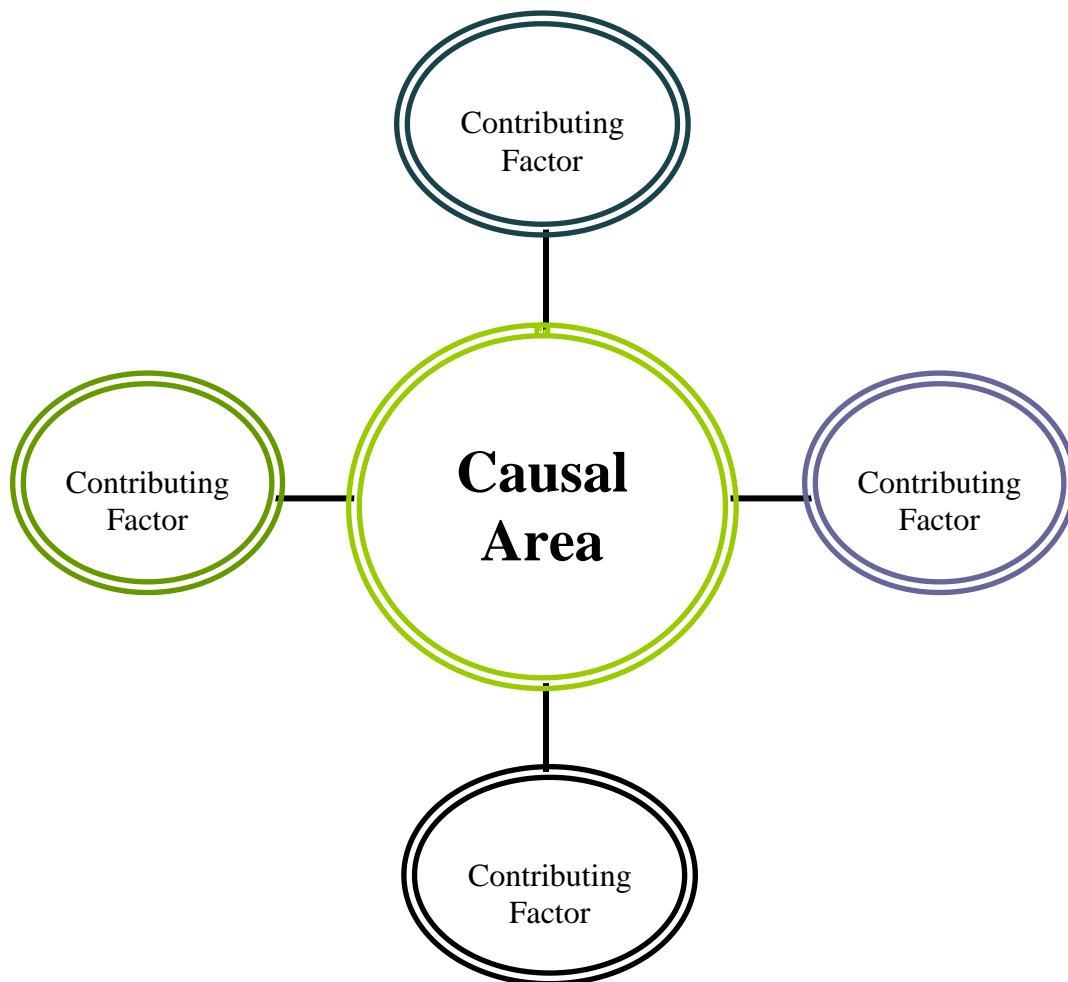
QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Based on questions 10-14 our community is being negatively impacted by the risk factor of perceived risk/harm of use. PNA data for Madison Co. shows that students have misconceptions about parental and neighborhood disapproval, the harmful effects of binge drinking, as well as the emotional/financial cost of alcohol/drug related problems in Madison co.

Madison Co students report percentages lower than the state average when it comes to; perceived parental, peer, and neighborly disapproval of their drinking alcohol, # of students who have talked with a parent about the dangers of alcohol and drugs, # of students that believe it is wrong to drink alcohol, student perception of the harm of binge drinking, daily drinking, and that alcohol is causing problems in their community. This is a concerning trend, however, goes along with our key informant interview with LE, for deputy Chris Tenny said drinking is seen as a rite of passage and a way of life.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based Local Data does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Based on our key informant interview with Law Enforcement, they have done 2 rounds of checks with 16 establishments being surveyed each time. It was stated that the first round 8 out of 16 merchants failed, the second round still half of those merchants failed, 8 out of 16. Department Of Revenue had no record of any compliance checks conducted in Madison Co. This could mean that Law Enforcement didn't report compliance checks to DOR, or that they weren't conducted. Based on the above numbers, there is a reduction in merchants failing compliance checks, if this trend continues the number of compliance check failures will continue to drop and overservice will also drop.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Conducting compliance checks infrequently could give merchants the impression that checks are not a top priority for Law Enforcement, thus giving the impression that overservice is not a big deal. When people are overserved they make high risk choices. The conclusion can be drawn that binge drinking and drinking and driving rates could go up as well.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Prior to SB29 the number of alcohol server trainings was low. In 2011 there was a spike of trainings with 20 trainings held and 163 people trained. In 2012 the numbers dropped (also consistent with other counties) as most of the county was probably trained in 2011 or previous years.

According to table 32 (2012 # of liquor licenses) there is 24 liquor licenses per 100,000 population in Madison co. this is a larger # of licenses for similar populations across the state. For example Powell Co has 14 liquor licenses for a population of 7,096, Valley Co has a similar rate to Madison Co with a population of 7,505 and 21 liquor licenses.

Given the large # of liquor licenses as well as input from our Law Enforcement interview regarding bartenders and how they consistently try and get patrons intoxicated by thinking it's a game to get them drunk, this could lead to many alcohol related problems in Madison Co.

QUESTION 19 Alcohol Merchant Retail Sales Training

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Madison Co consistently offers RBSS trainings, the above does not apply.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Based on information provided in workbook part 1-table 32 Madison Co. has similar problems to MT state as a whole, that binge drinking is socially acceptable and that drinking and driving is a part of MT culture. This drinking culture coupled with the large # of liquor licenses for such a

small population could lead to high rates of binge drinking, drinking and driving, as well as other alcohol related consequences.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0 1 2 3 4 5 6 7 8X 9 10

Major impact

Retail availability plays a major role in promoting a pro-drinking and drinking and driving culture in ever county across Montana and Madison Co. is no exception. Madison Co. also doesn't conduct compliance checks on a regular basis as well as has been identified as having bartenders that find it fun to get patrons highly intoxicated. Madison Co. has a large # of liquor licenses for a small county. All of the factors listed above could contribute to high rates of binge drinking, drinking and driving, and more.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local conviction rates for alcohol related offences, discuss the impact the conviction rate may be having on your community.

A full picture of the conviction rates for Madison co. cannot be drawn as there are only #'s for arresting offenses. Per key informant interview, it was stated that the criminal justice system has historically added to the alcohol/drug related problems. This is due to lenient sentencing, not discouraging repeat offenses, and lack of consistency in sentencing.

QUESTION 23

Identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Based on key informant interviews, the adjudication is inconsistent across the offenses.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your

community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law Enforcement in Madison Co will have briefings on who high risk citizens are and their location. They will watch such individuals more closely.

Law Enforcement will attend the newest trainings offered such as prosecuting the DUI, search warrants for blood draws and more

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Compliance checks are not conducted on a consistent basis, man power restraints. Law Enforcement identified they would like to have more surveillance systems in place, that there was only one currently being used.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on data for local ordinances, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The only ordinance that is listed in our data workbook is for hour and day of sale. This would prevent alcohol sales before 8am and after 2am 7 days a week. This ordinance is applied consistently and it is not known if law enforcement views it as a useful tool.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Happy hour or drink special ordinances would be helpful in Madison Co, this would limit the pro drinking culture, however, this would be very difficult to get passed and enforced.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

It was noted in my Law Enforcement interview that historically the criminal justice system has been adding to the alcohol/drug problems in Madison Co. there is inconsistent sentencing, lenient sentencing, as well as not discouraging repeat offenders.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7X	8	9	10	

From key informant interviews conducted it was noted that the criminal justice was not deterring alcohol and drug problems, but adding to them by inconsistent and lenient sentencing.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Workbook part 1 - Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in table 35 Madison Co has a smaller problem than the state of MT as a whole, for a greater % of students believe if they drank alcohol they would be caught by the police.

In 2008-Madison Co. had a 3.4(26.6%) higher percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.2%).

In 2010-Madison Co. had a 1.9(21.9%) lower percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.8%).

In 2012-Madison Co had a 2.1(28.3%) higher percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (26.2).

Based on PNA data provided in table 36 Madison Co has a bigger problem than the state of MT as a whole, for a smaller % of students believe if they drank alcohol they would be caught by their parents.

In 2008 Madison Co. HS students reported a .3(50.7%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (50.4%).

In 2010-Madison Co. HS students reported a 4.6(45.8%) lower percentage point difference of perceived fear of being caught by parents if they drank alcohol than the MT state (50.4%) data shows.

In 2012- Madison Co. HS students reported a 14.6(37.5) lower percentage point difference of perceived fear of being caught by parents if they drank alcohol than the MT state (52.1%) data shows.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

According to our public opinion surveys, the people surveyed believed that “most” parents would have some sort of punishment for youth caught drinking or using drugs. According to key informant interviews it was stated that there is, “a rite of passage” attitude regarding drinking in Madison Co. This can be seen in PNA data for 2008, 2010, and 2012 and is contributing to less fear by youth of being caught by police or parents if they drink alcohol.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9X	10	

Based on PNA data students report having a bit more fear of getting caught by police rather than their parents, however, the numbers were not much different. Students consistently reported low numbers for fear of binge drinking, drinking and driving, as well as harm alcohol is causing their community. Key informant interviews revealed there is a strong environmental component in social availability for the rite of passage message is strong in Madison Co.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

The level of advertising on buildings, billboards, newsprint, as well as local events appears low in Madison Co. The number of buildings counted for Sheridan, Twin Bridges, and Ennis was 80 in the downtown areas, of those 16 were advertising alcohol (20%) and of the 16 it was noted that 2 had 3+ alcohol advertising messages (2.5%).

None of the billboards in the county advertised alcohol. The print media advertising alcohol was minimal.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

13 community events were listed for Ennis (Madison Co) of those 3 were sponsored by alcohol serving establishments (23%). Based on community event sponsorships, advertising in the small downtown area, as well as no alcohol advertising billboards one could say the impact of alcohol advertising in Madison Co. is low.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

The Dillon Tribune reported approximately 1 alcohol advertisement for each of the dates studied. The same numbers of news articles were reported for the same time period. The Montana standard had many more advertisements compared to news articles surrounding alcohol use. If the number of advertisements outweighs the number of impactful stories surrounding drinking and driving, or alcohol abuse, one could guess this could lead to higher numbers of alcohol related accidents and drinking and driving.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

3 out of 13 events listed had alcohol sponsors which is 23%, many more events could have been listed making the # of alcohol sponsored events even smaller. Advertising is not of great concern in Madison Co. however, based on key informant interviews, bartenders in Madison Co, "get patrons too intoxicated," as well as accept overconsumption socially. Key informants also noted that overconsumption is seen as a "way of life" or a "rite of passage" in Madison Co.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7X	8	9	10	

The level of alcohol advertising in Madison Co. seems low with very few alcohol related advertisings in the local news print and none of the counties billboards advertising alcohol. However the high score is given due to the key informant interview stating that bartenders in the county promote over service. It was also stated that having Virginia City attracts a lot of tourists and the "party/vacation" mentality.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

The Ennis School District #52 had an extensive ATOD policy in place that is enforced all the time and equally. The school works with local law enforcement calling them when there is a possession with intent to distribute. There is no ATOD testing in the school which could lead students to have a sense of security to get away with use on school property or to come to school intoxicated or high. More data will be collected for additional schools in Madison County in FY15's workbook.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6X	7	8	9	10	

School policies for Ennis School District #52 school district is extensive and addresses suspension, expulsion, as well as extra-curricular activities. It is not believed that Ennis's school policy is contributing to binge drinking in Madison Co.

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Key informant, from the local medical community expressed during the interview that there is too much stress in Madison county/community, that people/students are expected to do, "Ten things (school, sports, work, social life, etc.) at the same time all the time, this pressure is contributing to the prescription drug problem. Key informants suggested that prescriptions are "given out like candy" and that, "patients in need of heavy narcotics should be hospitalized to be monitored while on pain meds." Commonly abused prescription drugs such as Vicodin, oxycodone, anti-anxiety meds and sleeping pills have been seen by key informants.

QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8X

9

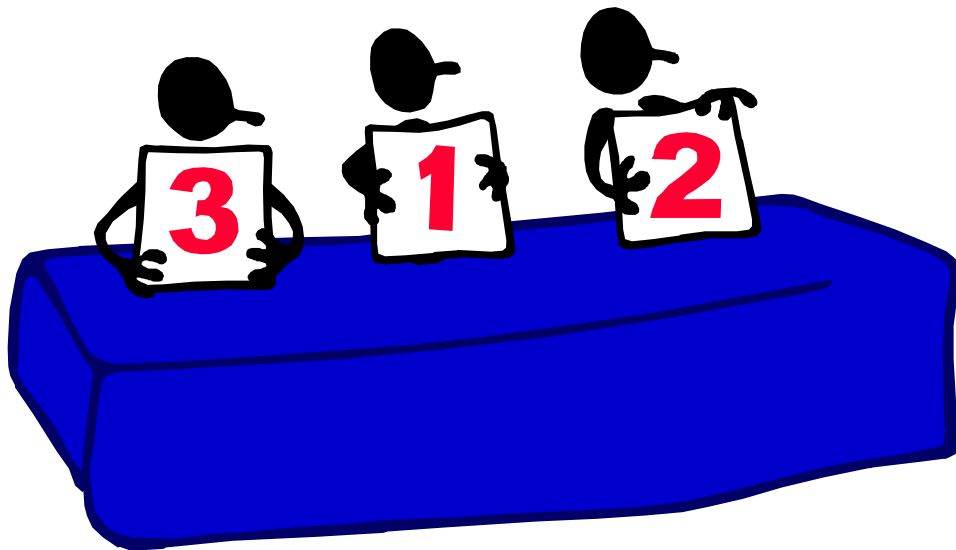
10

Major impact

Information provided through key informant interviews demonstrates a problem with prescription drug abuse in Madison County. The key informant stated that there could be kinder education surrounding prescription drugs, meaning, when LE pulls over a person suspected of using pharmaceuticals, "they should still be kind to the person as they feel bad enough as it is."

The rationale for the high impact score is based on the above statement from the medical personnel key informant interview. It is stated that the climate surrounding prescription drug abuse in Madison Co. is that of "giving them (Rx) out like candy, but then come down hard on the addicted person."

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	3	Retail Availability
7	5	Criminal Justice
9	1	Social Availability
7	4	Promotion
6	6	School Policy Information
8	2	Prescription Drug Abuse

QUESTION 42

Provide the rationale for your rankings of the causal factors.

When ranking the causal factors the scale 0-10 with 0 being no impact on the community and 10 being major impact on the community and ranked each category based on the information collected in informant interviews, PNA data charts, as well as opinion surveys. Causal factors with the highest score received a 1 or 2, causal factors with the lowest score would get a 5 or 6.

The ranking system mentioned above is an accurate representation of the effect of the below mentioned categories in Madison county. Data from the PNA, social opinion surveys, key informant interviews support the below ranking.

Causal factor, social availability ranked #1 for Madison Co, information provided through key informant interviews demonstrates there is a big problem with the environmental attitude surrounding alcohol/drug use in Madison Co. It is a big tourist destination and with that comes over service. Based on key informant interviews, bartenders get patrons too drunk.

1. SOCIAL AVAILABILITY

No impact

0	1	2	3	4	5	6	7	8	9X	10
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Major impact

Based on PNA data students report having a bit more fear of getting caught by police rather than their parents, however, the numbers were not much different. Students consistently reported low numbers for fear of binge drinking, drinking and driving, as well as harm alcohol is causing their community. Key informant interviews revealed there is a strong environmental component in social availability for the rite of passage message is strong in Madison Co.

2. PRESCRIPTION DRUG ABUSE

No impact

0	1	2	3	4	5	6	7	8X	9	10
---	---	---	---	---	---	---	---	----	---	----

Major impact

Information provided through key informant interviews demonstrate a problem with prescription drug abuse in Madison County. The key informant stated that there could be kinder education surrounding prescription drugs, meaning, when LE pulls over a person suspected of using pharmaceuticals, "they should still be kind to the person as they feel bad enough as it is."

The rationale for the high impact score is based on the above statement from the medical personnel key informant interview. It is stated that the climate surrounding prescription drug abuse in Madison Co. is that of "giving them (Rx) out like candy, but then law enforcement being unkind when dealing with the addicted person.

3. RETAIL AVAILABILITY

No impact

0	1	2	3	4	5	6	7	8X	9	10
---	---	---	---	---	---	---	---	----	---	----

Major impact

4. PROMOTION

The level of alcohol advertising in Madison Co. seems low with very few alcohol related advertisings in the local news print and none of the counties billboards advertising alcohol. However the high score is given due to the key informant interview stating that bartenders in the county promote overservice. It was also stated that having Virginia city attracts a lot of tourists and the “party/vacation” mentality.

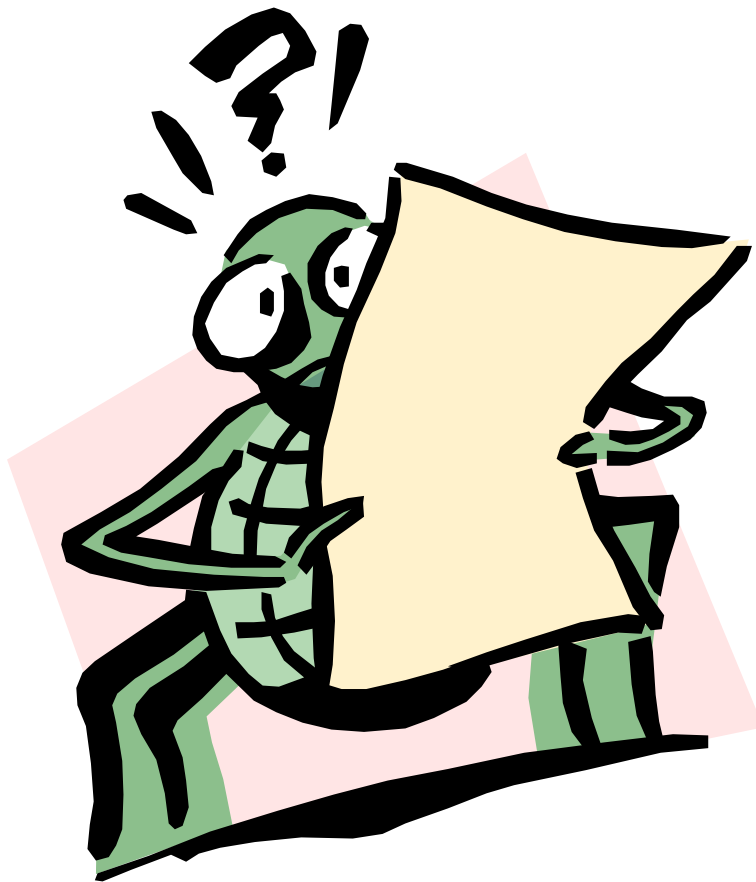
No impact Major impact

0 1 2 3 4 5 6 7X 8 9 10

6. SCHOOL POLICY

School policies for Ennis School District #52 school district is extensive and addresses suspension, expulsion, as well as extra-curricular activities. It is not believed that Ennis's school policy is contributing to binge drinking in Madison Co.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social availability and prescription drug abuse ranked the highest for Madison County. This can be heard throughout key informant interviews with Law Enforcement as well as medical service professionals. Also, looking at PNA data is concerning for a high percentage of Madison Co HS students report binge drinking in the last 2 weeks, 30 days, as well as drinking and driving. This information coupled with the large # of liquor licenses and the bartender's trying to get patrons intoxicated creates a dangerous environment for pro drinking and using attitudes in both youth and adults. This environmental pro-drinking/over service attitude will be addressed by focusing on social availability in prevention efforts in fiscal year 2015.

Prescription drug abuse will also be a major focus for prevention efforts in fiscal year 2015. Key informant interviews suggest the climate surrounding prescription drug abuse in Madison Co. is that of "giving them (Rx) out like candy," but then having law enforcement being unkind when dealing with the addicted person. When looking at PNA data for Madison Co. Madison Co. HS students reported a higher than state average rate of 30 day prescription drug use for 2 out of 3 years reported; which shows prescription drug abuse is a problem in both youth and adults.